



Healthy Community Hero Award

Healthy Community Hero Award Recipient  
Lenoir County Cooperative Extension shown

NC COOPERATIVE EXTENSION



HEALTH ENC: REGIONAL CHNA

A Review of 2018

Lenoir County Health Department and Kinston Community Health Center work closely with UNC Lenoir on community health needs assessment.

- Bachelor's degree or higher, age 25+ is 13.7% vs 29% NC average
- UNC Lenoir patient population is 72% government sponsored
- 11.5% uncompensated care (charity care and bad debt) makes up Hospital payor mix
- 24% children in single-parent households vs 36% NC average

**In Lenoir County, 2018 challenges include:**

- 86<sup>th</sup> lowest of 100 NC counties for overall health outcomes
- 21% in poor or only fair health vs 18% in NC
- 32% of children live in poverty vs 22% in NC
- 36% of adults are obese
- Persons with disability 23.3% (2012-2016)
- 32% of adults with physical inactivity versus 24% in NC
- Per capita income was approximately \$20,773 for county residents vs \$26,779 NC average (2012-2016)
- Median household income \$36,956 for county residents vs \$48,250 NC average

UNC Lenoir Health Care Community Walking Track averages over 500 walkers per month. Offered the use of the track for not-for-profit community organizations walks x 3 in FY 18 for no fees.

**FY 2018 by the numbers....**

Admissions	4,354
Average Daily Census	68.0
Patient Days	20,140
Emergency Room Visits	33,162
Radiation Therapy Procedures	11,423
Surgeries	2,722
Deliveries	274
Meals Served	268,779

  

Salaries & Benefits	\$45,304,866
Grants Received for Community Outreach	\$23,603
Physician Recruitment Expenses	\$232,620
Cash and In-kind Contributions to Community Groups	\$166,608
Health Professions Education Programs/Services	\$619,409
Revenues Written Off to Charity Care	\$3,804,147
Revenues Written Off to Bad Debt	\$20,033,876

**UNC Lenoir Health Care Community Benefit Highlights Include:**



# 2018 COMMUNITY BENEFITS REPORT

Lenoir County Farmers Market

## DIABETES WELLNESS PROGRAM

### From the Chairman of Board

The dedication and work of our hospital is found throughout our deep relationship with our community. A community is defined as a fellowship with others, as a result of sharing common attitudes, interests, and goals.

An integral process for understanding the community's shared interests and goals related to health status is in the Community Health Needs Assessment (CHNA) work. Every three years, UNC Lenoir Health Care partners with area health organizations to collect health data and community perspective in order to gain a better understanding of the most pressing health needs in Lenoir County. In 2018, Lenoir County conducted CHNA and participated as one of the 33 total eastern NC counties to initiate

an eastern NC community health needs assessment process and shift the cycle to a regionally cohesive 2018 timeline, with similar data collection and reporting structures. This improves assessment process planning in the East, and collaboratively impacts strategies for the future.

Community strategies focus on the identified health priorities including obesity, access to care, and substance abuse will assist in improving the health status of Lenoir County. These and many other efforts are how we provide tangible and defined community benefits each year. Whether it is in loaning members of our leadership team to serve on local boards, recruiting health providers, acting as a training site for area health students, or in a myriad of collaborative health improvement initiatives, our work provided \$1.5 million dollars in community benefit in 2018.

This report provides a snapshot of the support for certain health needs in 2018. We teamed up with many local partners to promote health and daily we are ensuring strong health care for the people we serve in this community. For more detailed information about the health status and health improvement work of Lenoir County and other eastern NC counties, I encourage you to visit [www.HEALTHENC.org](http://www.HEALTHENC.org).

Sincerely,

*Raymond O. Collier, Jr.*

Raymond O. Collier, Jr.  
Chairman, UNC Lenoir Board of Directors



### Community Value Five-Star Hospital

UNC Lenoir was named a "Five-Star Hospital" in the Community Value Index Leadership Award by Cleverley & Associates. The Community Value Index (CVI) is composed of ten measures that evaluate a hospital's performance in four areas: 1.) Financial Viability & Plant reinvestment; 2.) Hospital Cost Structure; 3.) Hospital Charge Structure; 4.) Hospital Quality Performance. To see all the winners on the "Top 100 Hospital" list, the winners on the "Five Star Hospital" list, as well as more about the Community Value Index, go to: <https://communityvalue.cleverleyassociates.com/AboutTheCVI/CommunityValueFiveStar.aspx>

### Physician Recruitment

Two new providers were recruited and joined the community in 2018. They are Dr. Lowell Gill, UNC Orthopedics and Sports Medicine at Lenoir and Dr. Julianna Barahona, UNC Pulmonary and Sleep Medicine at Lenoir.

### Patient Advisory Committee

During 2018, the Patient Advisory Council met four times and consists of 23 representatives from throughout the community, medical staff, Board of Directors' volunteers and hospital staff to solicit input on how we might improve our patient care process. This fosters a continuing opportunity for us to listen to our customers and use the

information to help us improve our systems and processes. The focus of this group is to feed information back to the organization from the community in order to deliver care that is patient centered and community perspective driven. Topics covered during the year included UNC Lenoir Health Care Imaging, presentation by the UNC Lenoir Chief Medical Officer/Vice President of Medical Affairs, High Reliable Patient Care, Emergency Department Updates and routine UNC Lenoir Health Care Updates.



## It's My Hospital Today

### Community Coalition Activities

UNC Lenoir provides leadership and administrative support for community health coalitions. The Lenoir County Alliance for a Healthy Community meets on a monthly basis for community networking and information sharing. Almost 20 different community organizations participate in the meetings. The Lenoir County Crisis Collaborative brings Eastpointe Mental Health, Easter Seals Mobile Crisis, UNC Lenoir, local law enforcement, EMS, and other agencies together quarterly. The group focuses on the community mental health crisis needs to identify solutions and meet challenges to problems in Lenoir County. UNC Lenoir Health Care team members participate in the Lenoir County Opiate Task Force. UNC Lenoir has been an active participant in the Lenoir County Chamber of Commerce 2020 community visioning process.

### Cancer Center Program Outreach

In October, the Cancer Center established an on-site free food pantry for patients and their caregivers. Patients that are unable to eat certain foods or go grocery shopping due to fatigue, nausea, and other symptoms related to their oncology treatments are welcome to any items in the pantry. With the input of the oncology dietitian, many food items can be better managed by the patient undergoing cancer treatment. Toiletry items are available also. We were able to provide 4 or 5 donations from our pantry in preparation for Hurricane Florence.

### Diabetes Wellness Program

Located in the Minnie P. Stackhouse Diabetes Center, the AADE accredited Diabetes Wellness Program provided free diabetes self-management education and follow up management to 138 individuals living with

## It's My Community Health

diabetes. Outreach education and off-site screenings were provided each month reaching 354 community members. Additionally, a registered dietitian/diabetes educator provided 198 medical nutrition counseling sessions during this year. Rx Food Coupons are provided to participants

to incentivize education by increasing local access to fresh fruits and vegetables at the Lenoir County Farmers Market. A three year grant continued from Kate B. Reynolds supporting the program expansion of the DSME/T program into Kinston Community Health Center.



### Minges Wellness Center

The on-site medically based fitness center for the community has 78 pieces of stationary exercise equipment with an average of 25 beginner's group exercise classes weekly. With a membership of 1172 active individual members in FY18, monthly membership rates of \$20 per month assist an underserved community to initiate exercise plans. Our program partners with Silver Sneakers and Silver & Fit benefits for eligible community members. A number of free physical activity oriented educational sessions are offered throughout the year to the community by our exercise specialists. Voted #1 Place to Shape Up by the Free Press Reader's Choice Award in 2018.

### Skin Cancer Awareness Education Event

Partnered with Down East Wood Ducks for 2018 Health Night at the Ballpark where 500 educational packets and sunscreen was provided to the entire stadium. Special skin safety facts were shared every inning.

### Womens Health Event

The annual Eugenia Casey Briley Womens Health Event was held with a focus on healthy eating habits this year. A free event for women and girls of all ages, and led by two dietitians, strategies were identified for barriers for busy families related to better nutrition practices.

## It's My Community Stewardship

### Lenoir County Community Health Needs Assessment

The three year community health needs assessment cycle process in 2017 identified three priority issues for Lenoir County: Obesity, Substance Abuse/Mental Health, and Responsible Parenting. 2017 Lenoir County CHNA is found at [unclenoir.org](http://unclenoir.org).

In 2018, UNC Lenoir and other partners in Lenoir County with 33 other eastern NC counties initiated an eastern NC community health needs assessment process that shifts the cycle to a regionally cohesive 2018 timeline, with similar data collection and reporting structures to improve assessment process planning in the East, and collaboratively impact strategies for the future. This work is in partnership with the Foundation for Health Leadership and Innovation and funded in part through The Duke Endowment. A regional report as well as individual county reports will be also available at [HealthENC.com](http://HealthENC.com).

### Economic Development

Cash donations included support and sponsorships for STEMEAST and PRIDE of Kinston downtown park concert series. Donations were also made to support the CSS Neuse Gunboat Association historical presentations, and the regional Kinston/Lenoir County Chamber of Commerce signature event: Festival on the Neuse.

### Lenoir County Farmers Market

UNC Lenoir assisted 75 underserved residents of the community having diabetes with access to local fresh fruits

and vegetables through an incentive Rx coupon program in partnership with Kinston Community Health Center, Kate B. Reynolds Charitable Trust and Lenoir County Cooperative Extension. Additionally, UNC Lenoir provided onsite cooking demonstrations by a dietitian.

### Employee Outreach in Community

UNC Lenoir employees show good community stewardship by participating in fundraising to support the American Cancer Society Relay for Life, Lenoir Hospital Foundation projects, and Lenoir-Greene United Way. Employees worked together to give time, talent and personal cash donations of \$86,426 during FY18 towards great causes in the community. Employees also collected 7267 lbs of food to feed 21 local families during the holiday season and provided food to Friends of the Homeless, Greene County Interfaith, Cancer Center Food Pantry, and two church food banks, Wheat Swamp Christian and Rivermont Baptist. Employees kept the long tradition of playing Secret



Santa to 25 needy children in the Northeast Elementary School with gifts from their own pockets.

### Substance Abuse Community Directory

Developed a printed directory for area substance abuse resources and provided to area agencies and community venues for distribution.



### Community Donations

Cash donations included support for SAFE in Lenoir County, Lions Industries for the Blind Diabetes Walkathon, Alzheimer's Awareness Walk, Lenoir/Greene Relay for Life, and Kinston Inter Church Outreach.